

## Peaking Interest and Edification Process



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Approach people with confidence utilizing the following suggested peak interest scripts and recognize the difference between peaking and presenting. In the early stages of your ForEarth career you should never enter into a conversation about the opportunity...you do not have enough of the facts and you certainly do not have any success in this program yet.

The system allows you to borrow someone else's success and their expertise until you have experienced your own. Approach people properly the first time, there are no second first impressions.

### ***Suggested Openings***

- I know you are busy, but if the money was right and it would fit into your schedule, would you be open to a business opportunity? Great! I am working directly with the people who are leading the national expansion for this company. I would like to put you on the phone with them as soon as possible. Is Monday or Tuesday more convenient for you?
- Do you keep your business options open? Great, I am working directly with the people who are leading the national expansion for this company. I want to...
- I found an opportunity in business that is awesome! I believe the income possibilities are enormous! I am working directly with...
- I just found an incredible business opportunity! I'm only sharing it with a few key people I truly respect. Are you interested?

The key is to speak someone in the manner that you know they would feel comfortable hearing. Remember, there are many different personalities. Make sure that you are speaking in a way that they would feel is genuine coming from you. It is important that they see you excited and enthusiastic...which will get them excited. Make sure it is never phony or hype by speaking from the heart.

Do not enter into a conversation about the opportunity or phone service with them under any circumstances! You are not prepared. If they begin to ask questions, simply tell them you do not have time to go into it right now. Do not say you are too new or not educated. There is no need to attach a negative. Just ask them based upon your relationship with them to trust you and take the phone call.

### ***Edification—Creating an Introduction for Your Upline***

Your role now is to introduce your prospect to your upline partner who is going to do the three-way call. You want to highlight the qualities and characteristics of that individual. It does not matter what profession they are in or what their past success has been. Your role now is to introduce them in a way that will put them on a level playing field with the individual they will be speaking with. When you've done the introduction, your up-line should glow in the dark and walk on water.

Think about the following qualities as you "edify" the person your prospect will speaking with:

- If they have had success in other businesses.
- If they have reached certain achievements in ForEarth. For example: This individual got involved in this business on a part-time basis with no previous experience and in just a short time reached an important leadership position.
- Great work ethic.
- Really cares about other people.
- Great parent.
- Involved in the community.
- Wonderful human being.
- Involved in the church

Prior to the call, give your upline important points about your prospect such as:

- First name
- Occupation
- Age
- Marital status
- Family
- Hobbies
- Hot buttons / Pain Points -what you think they do not like about their job or industry. For example: too much travel, traffic, boss, job, security, anxiety about missing their children grow up, etc.
- Personality traits, i.e. low key, high octane, driven by facts, driven by money.
- There are four easily distinguishable characteristics of people
  - Sharks: people that are motivated by money and recognition
  - Whales: people that want to make a difference and help others
  - Dolphins: people that want to have fun
  - Urchins: people that need all the facts
- Keep these in mind when providing background on your prospect

You will now introduce your prospect to your upline. Turn the call over to your upline. Listen carefully and take notes. Never interrupt the speaker. This is a training exercise. When you hear it several times, you will take ownership of the language. Repetition is the mother of

success. Your goal is to be the presenter for your team as soon as possible. This system allows for you to earn while you learn!

By borrowing someone else's success and abilities, you can create and refine your own. Remember... embracing the process gives you your greatest chance for success!